

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Monty Faulk Date: April 21, 1981
From: Terry Chadziutko
Subject: Section Report - Media

Thank you for your comment regarding the lack of outdoor advertising in Buffalo.

We have taken steps to add 8 sheet panels in Buffalo for multi-brand use. In April we started with 20 panels, and this will be increased to 40 panels in May and 60 in June.

I hope this information is of some help.

Terry Chadziutko

Terry Chadziutko

TC/ocp
cc: J.L. Thompson, Jr.
C. Beck
R. Atlas
S. Sussman

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